

APPOINTMENT FORM

BIRTHDAY & ANNIVERSARY RETENTION PROGRAM

INSTORE
operated by drive retail.

Please fill-in the information below and send to Email:
Tom@DriveRetail.com or Fax: 770-881-7332

BIRTHDAY & ANNIVERSARY "AUTO SEND" PROGRAM INFO NEEDED

If you have not yet registered for the program, please do this first by referencing the direction on the bottom page.

Please note that The EDGE Technical Support person who will remote into your store will need the administrative password for Windows on the server that runs your EDGE Software (this is NOT the same as your EDGE password).

(1) STORE CONTACT INFORMATION:

Store Name

Contact Person

Contact Email

Contact Phone

Best Day and
Time to Call

(2) DIRECT MAILER DETAILS: To view designs in greater detail, go to www.DriveRetail.com, click "Products" tab on top navigation bar, then click "Anniversary", "Birthday - Men's", and/or "Birthday - Women's" categories under "Direct Mail Marketing" in the drop-down mega menu.

(A) Female Birthday Direct Mail Product ID:

Visit www.DriveRetail.com to view all direct mailers in more detail.

Promotional Offer (100-character limit including spaces. Example: Bring in this card for \$100 OFF your birthday purchase!) Fill-in below:

Disclaimer (75-character limit including spaces. Example: Min. \$500 purchase. Valid 60 days from receipt. See store for details.) Fill-in below:

Customer Search Criteria (Example: Customers that have purchased at least \$500 over the past 5 years.) Fill-in below:

(B) Male Birthday Direct Mail Product ID:

Visit www.DriveRetail.com to view all direct mailers in more detail.

Promotional Offer (100-character limit including spaces. Example: Bring in this card for \$100 OFF your birthday purchase!) Fill-in below:

Disclaimer (75-character limit including spaces. Example: Min. \$500 purchase. Valid 60 days from receipt. See store for details.) Fill-in below:

Customer Search Criteria (Example: Customers that have purchased at least \$500 over the past 5 years.) Fill-in below:

(C) Anniversary Direct Mail Product ID:

Visit www.DriveRetail.com to view all direct mailers in more detail.

Promotional Offer (100-character limit including spaces. Example: Bring in this card for \$100 OFF your anniversary purchase!) Fill-in below:

Disclaimer (75-character limit including spaces. Example: Min. \$500 purchase. Valid 60 days from receipt. See store for details.) Fill-in below:

Customer Search Criteria (Example: Couples that have purchased at least \$500 over the past 5 years.) Fill-in below:

(D) Thank You Direct Mail Product ID:

Visit www.DriveRetail.com to view all direct mailers in more detail.

Promotional Offer (100-character limit including spaces. Example: Bring in this card for \$100 OFF your next purchase!) Fill-in below:

Disclaimer (75-character limit including spaces. Example: Min. \$500 purchase. Valid 60 days from receipt. See store for details.) Fill-in below:

Customer Search Criteria (Example: Customers that have purchased at least \$200 over the past week.) Fill-in below:

INSTORE[®]

marketing by drive  retail.

Program Registration Directions

Register in The Edge Software and Email Logo

- 1 Open your Edge Software, click on **Clientele** tab on top navigation bar
- 2 Click on **Print Marketing** tab on left navigation,
- 3 Then click on **My Account**
- 4 Fill out the information in the **Postcard Account Details**
 - Email store logo in any file type (.eps, .jpg, .pdf) to **Tom@DriveRetail.com**

The Edge[®] - [News Feeds]

File Administrative Window Help

THE EDGE

POS **1** Clientele Inventory Services Reports Associate News

Find

Add

2 Print Marketing

Order Now

Schedule

History

3 My Account

Website

+ Online Marketing

Labels

+ Export

Email

+ Statements

+ Gift Certs

+ Rewards

Clienteling

+ Wish Lists

Email Layaway Inactivity

+ Wizards

+ Sales

Edge News

Montage Jewelry Care
Learn how to make the most of your jewelry care plans with best practice selling tips and more in this free webinar!

Regional Training - Orlando, FL
Edge 101: Learn The Edge & all its features in this regional course being held October 15-17 in Orlando!

QuickBooks Webinar
Free 2-day webinar covering the details of QuickBooks integration - space limited! Reserve your spot today!

A new version of The Edge is available!
Hotfix 18.1.4.904 now available

Edge/Edge Retail Academy Conference
Join us at our Shelton, CT HQ for a free 3-day conference focused on improving & growing your business!

Catalog Updates
List of all available catalogs - Pandora updated for 08/30/2018

300 Management Series Classes
Learn how to use The Edge's tools to their maximum benefit in this series of webinars.

Montage - Labor Day Contest
Sell the most care plans between now and Labor Day for your chance to win \$1000!

Semi-Annual Review From Dick Abbott
Dick talks about recent progress & future plans - don't miss it!

Postcard Account Details

Edge ID: AcquireMarketing

This information will be printed on postcards

Please type these fields EXACTLY as they should print on the postcards.

Store Name: Drive Media

Slogan: An Integrated Marketing Solution for Independent Jewelers

Street Address: 3685 Essex Ave.

Street Line 2:

City, State ZIP: Atlanta GA 30337

Store Phone: (771) 937-0735

Website: www.DriveRetail.com

Location Message: Required: directions to your store, e.g., "In Acme Plaza, next to Jones Porsche".

This information is used to contact you for billing purposes

Name: Tom Meyers

Phone: (770) 937-0735

Email: tom@drivetail.com

Notes:

DO NOT INCLUDE YOUR CREDIT CARD NUMBER!!!

Presets... Reset OK Cancel